



## Quick Facts: Round Rock Summer Reading Program

### Goal:

To promote literacy and encourage family reading in our community—reading during the summer aids in helping children retain valuable reading skills during their summer vacations.

### Method:

Children ages birth to 12 receive coupons, prizes, and books for achieving goals of reading 5, 10, 15 and 20 hours between June 4 and August 6.

Teen readers receive free coupons for reading 5 hours and can enter their name in a drawing for various prizes, such as free dinners, movies, etc., after each subsequent 5 hours of reading.

Our projected completion rates for 2011 are:

<b>First level:</b> 5 hours of reading completed:	<b>3000</b>
<b>Second level:</b> 10 hours of reading completed:	<b>1700</b>
<b>Third level:</b> 15 hours of reading completed:	<b>1200</b>
<b>Fourth level:</b> 20 hours of reading completed:	<b>850</b>
<b>Teens:</b> 5 hours of reading completed:	<b>450</b>

### Our request:

We hope you will choose to sponsor a prize or event for children or teen programs. Your support provides excellent exposure to your business and promotes literacy in our community.

### Examples of donations:

Coupons make great prizes for completing a level. We realize the numbers for each level are very large. Please consider supporting half a level, or even one-fourth of a level. A sample coupon is included in this packet.

Cash donations may be used to help fund a guest performer. In addition to appearing on all of our library promotions, your sponsorship will be highlighted during the performance you sponsor. A representative from your organization would be welcome at the performance. The summer performers are listed at [www.roundrocktexas.gov/summerreading](http://www.roundrocktexas.gov/summerreading).

Bags, pens, combs, toys, etc. can be given out as prizes. Consider having your business name imprinted on something for extra publicity!

Gift certificates, gift cards, etc can be used as drawing prizes for the teen and/or adult programs.

### Timeline:

Please commit by May 1, 2012, so we can include you in our publicity. Please arrange for prizes/incentives to be in our possession by May 29, 2012.

Need more info? Please contact Andrea Warkentin, Youth Services Librarian, 218-7011 or [awarkentin@roundrocktexas.gov](mailto:awarkentin@roundrocktexas.gov)

Mayor  
Alan McGraw

Mayor Pro-Tem  
Carlos T. Salinas

Councilmembers  
Craig Morgan  
George White  
Joe Clifford  
John Moman  
Kris Whitfield

City Manager  
Steve Norwood

City Attorney  
Stephan L. Sheets

Sample coupon:

This coupon good for one free small cone from	
<b>Silly Sally's Sweet Shop</b>	
100 Main Street	
555-5555	Expires 12/31/12
<b>For the RRPL 2012 Summer Reading Program</b>	